WHAT IS CLAIMED IS:

1.   A driving circuit for actively driving an organic electroluminescent display device in which a plurality of pixels, each containing an organic electroluminescent element, are arranged in a matrix, the driving circuit comprising a reverse-bias setting circuit which sets the organic electroluminescent elements to a reverse-bias state on an area-by-area basis.

2.   A driving circuit for actively driving an organic electroluminescent display device in which a plurality of pixels, each containing an organic electroluminescent element, are arranged in a matrix, the driving circuit comprising a reverse-bias setting circuit which sets organic electroluminescent elements contained in a predetermined area, from among the organic electroluminescent elements, to a reverse-bias state.

3.   A driving circuit according to one of claims 1 and 2, wherein the reverse-bias setting circuit comprises a switch which switches an electrical connection state of at least one of electrodes of each of the organic electroluminescent elements between being connected to a first power source line for supplying a first potential and being connected to a second power source line for supplying a second potential that is lower in level than the first potential.

4.   A driving circuit according to one of claims 1 and 2, wherein the reverse-bias setting circuit comprises a switch which switches an electrical connection state of a cathode of each of the organic electroluminescent elements between being connected to a first power source line for supplying a first potential and being connected to a second power source line for supplying a second potential that is lower in level than the first potential.

5.   A driving circuit according to one of claims 3 and 4, wherein the switches are arranged with one switch for each pixel, so that the organic electroluminescent elements are set to be in a reverse-bias state on a pixel-by-pixel basis by controlling the switches.

6.   A driving circuit according to one of claims 3 through 5, wherein the switches are arranged with one switch for each line of pixels, so that the organic electroluminescent elements are set to be in a reverse-bias state on a line-by-line basis by controlling the switches.

7.   A driving circuit according to one of claims 3 and 4, wherein the switch is arranged with a single switch for all pixels, so that the organic

electroluminescent elements for all pixels are set to be in a reverse-bias state by controlling the switch.

8. A driving circuit according to one of claims 3 and 4, wherein the switches are arranged with one switch for each of particular pixels, so that only the

5 organic electroluminescent elements for the particular pixels are set to be in a reverse-bias state by controlling the switches.

9. A driving circuit for driving an electro-optical device in which a plurality of electro-optical elements are arranged in a matrix, the driving circuit comprising a reverse-bias setting circuit which sets at least one of the electro-optical

10 elements to a reverse-bias state.

10. Electronic equipment comprising an active-matrix display device mounted therein that includes the driving circuit according to one of claims 1 through 6.

11. An electro-optical device comprising a driving circuit for actively

15 driving a display device in which a plurality of pixels, each including an electro-optical element, are arranged in a matrix, the driving circuit comprising a reverse-bias setting circuit which sets the electro-optical elements to a reverse-bias state on a predetermined area-by-area basis.

12. An electro-optical device comprising a driving circuit for actively

20 driving a display device in which a plurality of pixels, each including an electro-optical element, are arranged in a matrix, the driving circuit comprising a reverse-bias setting circuit which sets electro-optical elements contained in a predetermined area, from among the electro-optical elements, to a reverse-bias state.

13. An electro-optical device according to one of claims 11 and 12,

25 wherein the reverse-bias setting circuit comprises a switch which switches an electrical connection state of at least one of electrodes of each of the electro-optical elements between being connected to a first power source line for supplying a first potentialpotential and being connected to a second power source line for supplying a second potentialpotential that is lower in level than the first potentialpotential.

30 14. An electro-optical device according to one of claims 11 and 12, wherein the reverse-bias setting circuit comprises a switch which switches an electrical connection state of a cathode of each of the electro-optical elements between being connected to a first power source line for supplying a first

potentialpotential and being connected to a second power source line for supplying a second potentialpotential that is lower in level than the first potentialpotential.

15.　An electro-optical device according to one of claims 13 and 14, wherein the switches are arranged with one switch for each pixel, so that the electro-optical elements are set to be in a reverse-bias state on a pixel-by-pixel basis by controlling the switches.

16.　An electro-optical device according to one of claims 13 through 15, wherein the switches are arranged with one switch for each line of pixels, so that the electro-optical elements are set to be in a reverse-bias state on a line-by-line basis by controlling the switches.

17.　An electro-optical device according to one of claims 13 and 14, wherein the switch is arranged with a single switch for all pixels, so that the organic electroluminescent elements for all pixels are set to be in a reverse-bias state by controlling the switch.

18.　An electro-optical device according to one of claims 13 and 14, wherein the switches are arranged with one switch for each of particular pixels, so that only the electro-optical elements for the particular pixels are set to be in a reverse-bias state by controlling the switches.

19.　An electro-optical device comprising a driving circuit for driving a plurality of electro-optical elements arranged in a matrix, wherein the driving circuit comprises a reverse-bias setting circuit which sets at least one of the plurality of electro-optical elements to a reverse-bias state on an area-by-area basis.

20.　An electro-optical device according to one of claims 11 through 19, wherein the electro-optical element is an organic electroluminescent element.